



Global Markets for High-Value Food Workshop



Preliminary Agenda

February 14, 2003

- 8:30 AM *Welcome*
Senior ERS Management
- 8:45 AM *Changing Global Markets for High-Value Food Products*
Anita Regmi, ERS/USDA
- 9:00 AM *A Consumer-Oriented Agriculture for the 21st Century*
Emilio Pagoulatos, Professor and Department Head, Agricultural and Resource Economics, University of Connecticut.
- 9:40 AM *Consumer Driven Innovations and Adaptations in the Food Supply Chain*
Jean Kinsey, Co-Director, Food Industry Center, University of Minnesota
- 10:20 – 10:35 AM Coffee break
- 10:35 AM Moderator
- Perspectives on Global Concentration and Public Policy*
Ron Cotterill, Director of Food Marketing Policy Center, University of Connecticut
- 11:15 PM *Supermarket Diffusion and Consolidation in South America and Asia*
Tom Reardon, Department of Agricultural Economics, Michigan State University
- 12:00 – 1:00 PM Lunch

- 1:00 PM Moderator
- The Emerging Retail Landscape: Winners & Losers*
Roger Davidson, Senior VP, Non-Perishables and Corporate Brands, Ahold USA
- 1:40 PM *The Growing Middle Class in Developing Countries and the Market for High-Value Agricultural Products*
Ben Senauer and Linda Goetz, University of Minnesota
- 2:20 - 2:35 PM Coffee Break
- 2:35 PM Moderator
- The Impact of Changing Consumer Behavior and Retailing on the Competence Requirements for Food Producers and Processors*
Klaus Grunert, MAPP - Centre for Research on Customer Relations in the Food Sector, The Aarhus School of Business, Denmark
- 3:15 PM *New Trends in Fresh Produce and Meat Quality Signals in the French Food Retail Industry*
Jean-Marie Codron (INRA), Eric Giraud-Heraud (INRA), Louis-Georges Soler (INRA), James Sterns (University of Florida)
- 3:55 PM *What We've Learned and Where We Go From Here*
Mark Gehlhar, MTED/ERS
- 4:10 PM *Closing Remarks*
Sarah Fogarty-Thorn, Grocery Manufacturers of America
Steve Halbrook, The Farm Foundation
Senior ERS Management